Business Gateway Advisory Group Meeting Notes
July 12, 2006

Participants:

Nancy Sternberg, Program Manager
Gordon Keller, DOC
Sharon Hopkins, DOD
Bill Burdett, DOJ
Barbara Bingham, DOL
Steven Lott, DOT
Tracy Back, EPA
Carolyn Scully, EPA
Nate Zuckerberg, GSA
Megen Davis, USDA
Glynis Long, SBA
Gladys Myatt, Treas
Tyrone Brown, VA
Bernie Gordon, DOI
John Gregory, M2
Tim Wang, OMB
Joyce Hardy, SBA
Adjoa Oriyomi, SBA
Sonny Bhatia, Business Gateway PMO
Jiyoung Chung, Business Gateway PMO
Cameron Hogan, Business Gateway PMO

Brad Pantuck, Business Gateway PMO
Charlotte Warman, Business Gateway PMO
Lynne Smith, Unisys
Erica Youngman, USAID
Bob Keating, Business Gateway PMO
Rohit Jain, Unisys

Phone participants:

Mickey Miles, DOE
Cesar DeGuzman, DOL
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Blessing Ogiata, VA
Patrick Hyousse, VA
Mardel Hall, SBA
Neil Sattler, DoEd
Dennis Vearrier, HUD
Blessing Ogiata, VA
Yash Shah, OMB
Carole Campbell, SSA
Dan Costello, OMB
Yash Shah, OMB
Dennis Andrusko, DOS

Meeting Time and Location
Wednesday, July 12, 2006, 10:00am – 11:30am
Small Business Administration, Eisenhower Conference Room

Agenda
- PROJECT MANAGEMENT REVIEW:
    - o MOU Update
    - o Reprogramming Update
    - o June 28, 2006 SBPRA Report
- PROJECT STATUS:
    - o Outreach Plan/Activities
    - o Business Case Update & Next Steps
    - o Forms Catalog Update
    - o Forms/ROCIS Integration

PROJECT MANAGEMENT REVIEW:
- **MOU Update -** BG has completed MOUs and transferred funds for 18 agencies. DOT, DOJ, and DOT have been updated.
- **Reprogramming Update** – We have received the requested funds and are using them for activities in the new fiscal year.
- **June 28, 2006** –BG successfully launched all required SBPRA contacts and resources on Business.gov (http://www.business.gov/sbpra).
- **Comments** – The team has received comments and will incorporate them in the upcoming SBPRA POC re-release.

PROJECT STATUS:

Outreach Plan/Activities
- BG is preparing for the October 4, 2006 Press Event. More details will be available as the date approaches.
- **What BG Needs from Partner Agencies:**
  - **Conduct Meetings with Agency Communications Offices**
    - Please schedule a teleconference with us if you haven't already
  - **Provide Dates and Contacts**
    - Please provide dates for conferences, newsletters, distribution lists, potential working groups, etc.
  - **Provide Rotating Banner Ad Artwork and Dates**
    - These ads will be placed on the Business.gov home page to highlight timely conferences, compliance deadlines, or other business-related events (BG will provide a style guide)

Business Case Update and Next Steps
Status-
- Currently making updates to new sections required under new A-11 guidance
- Updating metrics based upon approved FY08 Funding Model
Next Steps-
- Review and comment schedule for FY08 Business Case
- BG will provide the AG with a first review of the updated 300 July 21, 2006.
- BG thankfully requests that all comments be provided to Franklyn Matthews, franklyn_matthews@sra.com by July 31, 2006
- BG will provide an update based upon comments received August 4, 2006.
- Project Management and Oversight of the Exhibit 300 continues to be an ongoing task for the BG team.

DEVELOPMENT STATUS:
Both development areas are on schedule and coordinated.
BEA Portal
- Key Milestones
  - 508 review of site in progress
  - Demonstration to Advisory Group on July 12th
  - Beta testing with Advisory Group volunteers in mid-August
Search Portlet
- Key Milestones
  - 2nd Beta drop delivered June 30th (part of demo)
  - Product portlet to be delivered July 30th

Business.gov Demo and Design Highlights
- Search engine and search functionality are the core of the site.
  - Simplicity; content driven by use.
  - Lead Poisoning example used in demonstration - Google returned 3 million sites for "lead poisoning". Business.gov returned 523 compliance oriented sites around lead poisoning, with suggestions on similar topic areas to help pinpoint the user's search.
  - Business Library should be up and running in the next few weeks.
- Questions/Comments discussed
  - **How will topics and subtopics from the Data Call be used? Will another Data Call have to be done to keep the information up to date?** The data call information was extremely important and that information will be in the Business Library and search results. Now and post launch, as BG enriches the search domain, BG will need supplemental information from

agencies and to establish a relationship and dialogue with the agency to update the data. Ideally, BG wants the agencies to see the value and importance of the site and for them to add and maintain that value.

- o **How is the site weeding through the Federal documents that a small business does not really need (e.g., federal register notices)?**
  A seed list was developed to help the search tool find the most useful information for a small business.
- o **How is this tool able to crawl ALL of the individual websites that each agency has?**
  The tool only crawls the compliance sites that agencies provided in the data call.
- o **Comment- "I don't see the word compliance very clearly on the site. We need to think of the frustrated small business owner who may be doing research at 2:00am."**
  The logo beneath the banner ad will alert business owners of the purpose of the site. The logo is: Business.gov The Official Business Link to the U.S. Government.
- o **How is Business.gov coordinating with partner agencies and their outreach/communication?**
  Business.gov features rotating banners at the top of the home screen. As partners, BG wants to give agencies the opportunity to announce and to promote upcoming events, useful information, and activities that benefit small businesses.
- o **Will we be testing/demonstrating the site to small business prior to the September launch?**
  The new site is the result of focus group studies, small business tests, and studies that have already been performed. The site has been precisely designed for small businesses and to alleviate the struggles that small businesses have expressed to us. BG will also conduct 508 compliance and best practice usability tests.

Business.gov: Beta Testing
- **The BG team requests the support of our partner agencies in conducting a beta test of Business.gov portal during the mid-August timeframe.**
  - o Each partner agency will identify two (2) beta testers by July 26th.
  - o During the week of August 14th each beta tester will receive instructions via email.
  - o Feedback forms should be emailed back to the BG team (bgpmo@sba.gov) by August 18th.

Forms.gov Update
- GSA awarded a hosting contract
  - o The primary vendor is Raytheon, with SAVVIS as the hosting provider.
  - o The current Forms.gov will launch prior to August 12.
- Version 2.3 requirements have been completed, and a launch will be coordinated with the re-designed Business.gov in September.

Next Steps
- Distribute first draft of Business Case for Review   July 21, 2006
- Agencies provide two Beta Testers   July 26, 2006
- Conduct Next Advisory Group Meeting   August 9, 2006
- Complete and return Beta Testing and Feedback   August 18, 2006
- Conduct Next Governance Board Meeting   August 29, 2006